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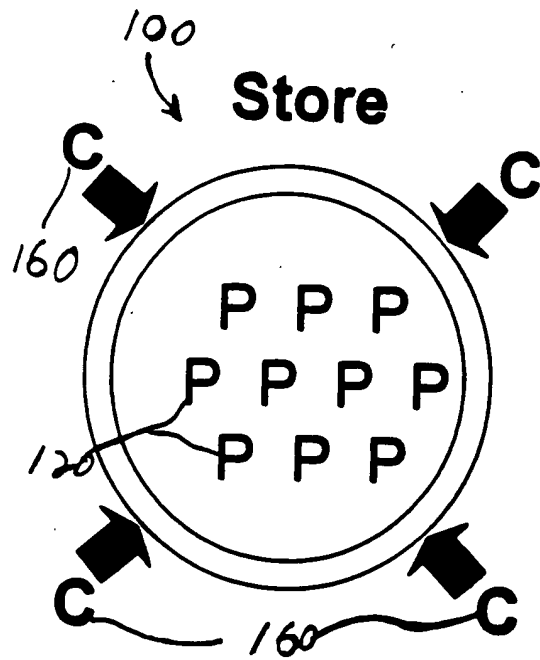
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P = product
C = consumer
S = store

FIG. 1
(PRIOR ART)

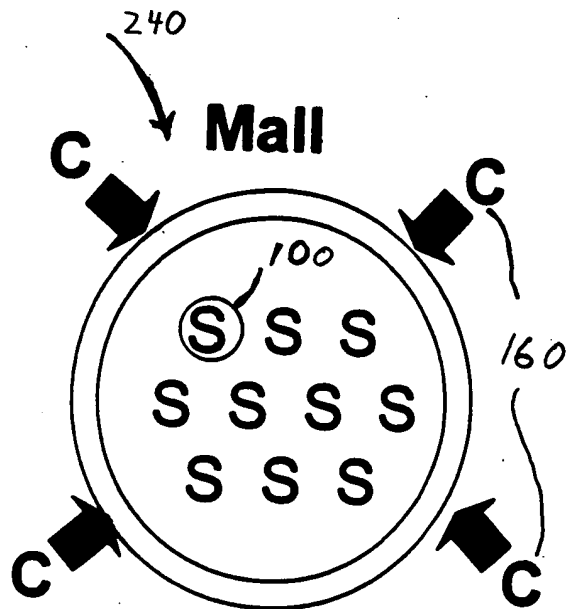


FIG. 2
(PRIOR ART)

Co-op

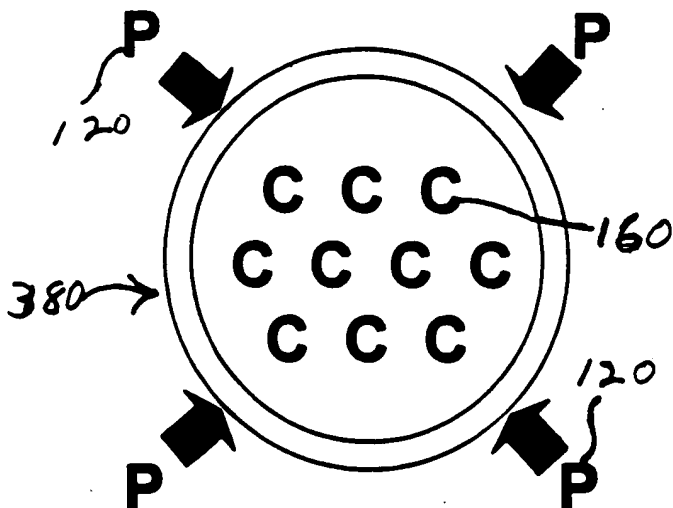
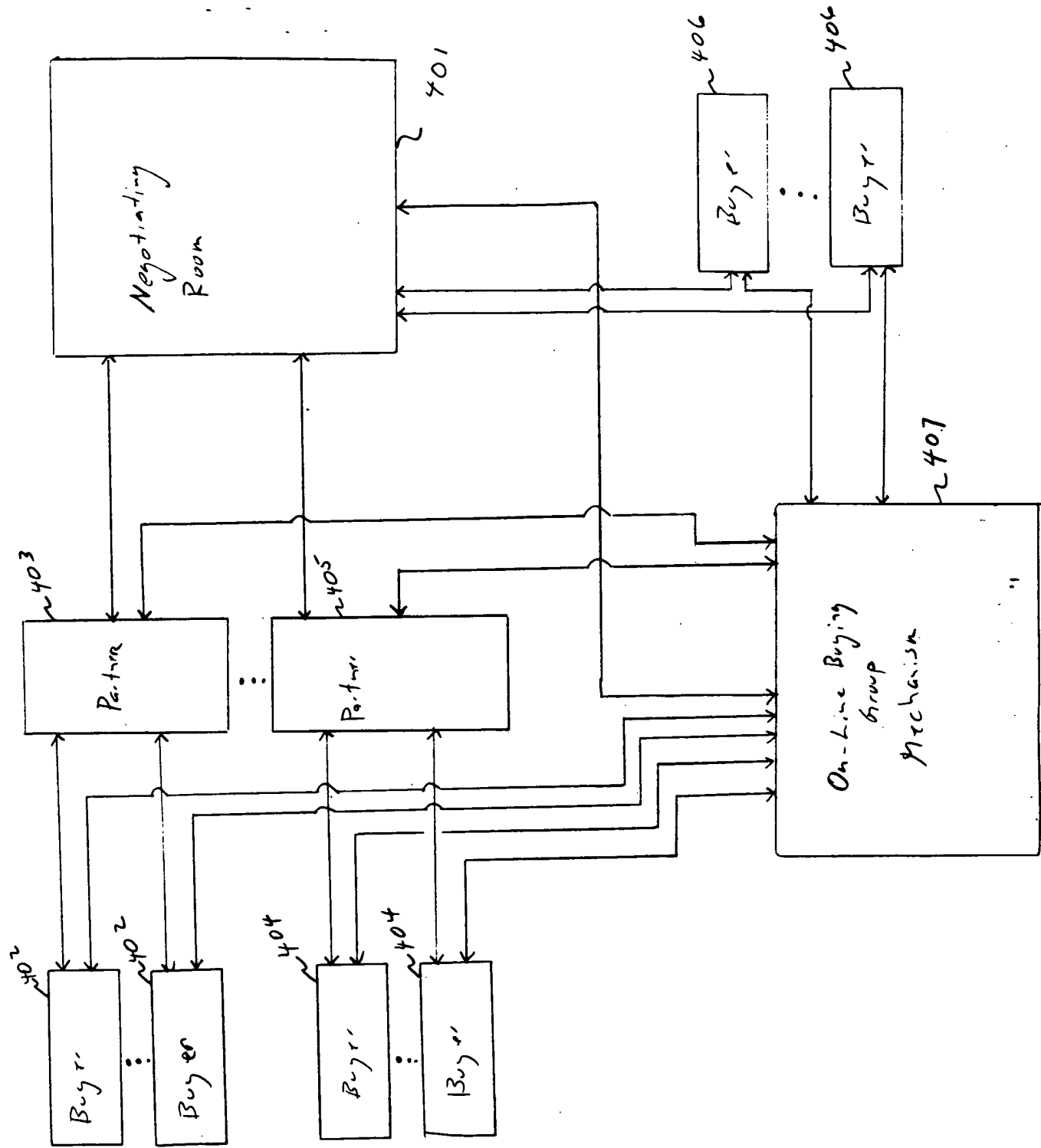
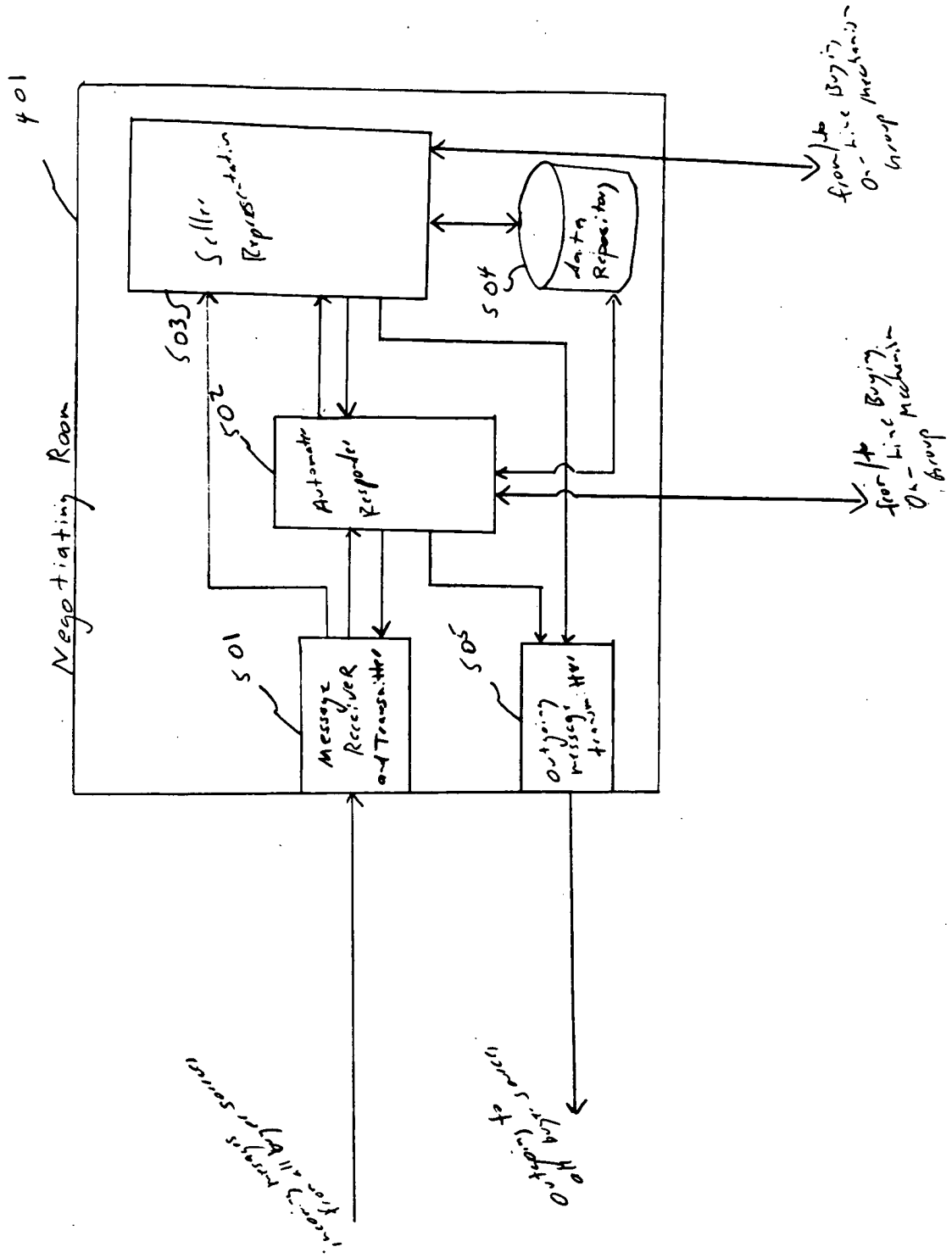


FIG. 3





Message Receiver

Receive initial configuration instructions

~621

Receive buyer communications

~623

Buyer allowed to select format?

Y
N

Receive buyer format selection

~627

Format Available?

Y
N

Provide requested format

~631

Multiple formats available?

Y
N

Select format; perform any necessary adjustments

~635

Provide format selected

~637

Fig 6B

705

New message

706

702

FEATURED ITEM:

SNUFFY DVD/CD PLAYER

▼

701

≡

SUBJECT

▲

🔍

📧

PriceBusters has it for \$199 plus tax and/or shipping

→ Yeah, but subtract 50 Mercata dollars and it's less than most VCRs!

🔍

📧

Great gift for the non-technophile

→ Cheapest price anywhere

703

▲

Let's make this deal so low that no one can refuse to make an offer. It is close to that now if you have Mercata\$ to spend. But come on folks let's drop this deal through the hole.

704

FIG. 7

1. **THE** *the*
 2. **AND** *and*
 3. **OF** *of*
 4. **TO** *to*
 5. **IN** *in*
 6. **ON** *on*
 7. **AT** *at*
 8. **BY** *by*
 9. **FOR** *for*
 10. **WITH** *with*
 11. **FROM** *from*
 12. **AS** *as*
 13. **THAT** *that*
 14. **WHICH** *which*
 15. **WHEN** *when*
 16. **WHERE** *where*
 17. **WHY** *why*
 18. **HOW** *how*
 19. **WHAT** *what*
 20. **WHO** *who*
 21. **WHOM** *whom*
 22. **WHOSE** *whose*
 23. **WHEN** *when*
 24. **WHERE** *where*
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 162. **HOW** *how*
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 164. **WHO** *who*
 165. **WHOM** *whom*
 166. **WHOSE** *whose*
 167. **WHEN** *when*
 168. **WHERE** *where*
 169. **WHY** *why*
 170. **HOW** *how*
 171. **WHAT** *what*
 172. **WHO** *who*
 173. **WHOM** *whom*
 174. **WHOSE** *whose*
 175. **WHEN** *when*
 176. **WHERE** *where*
 177. **WHY** *why*
 178. **HOW** *how*
 1

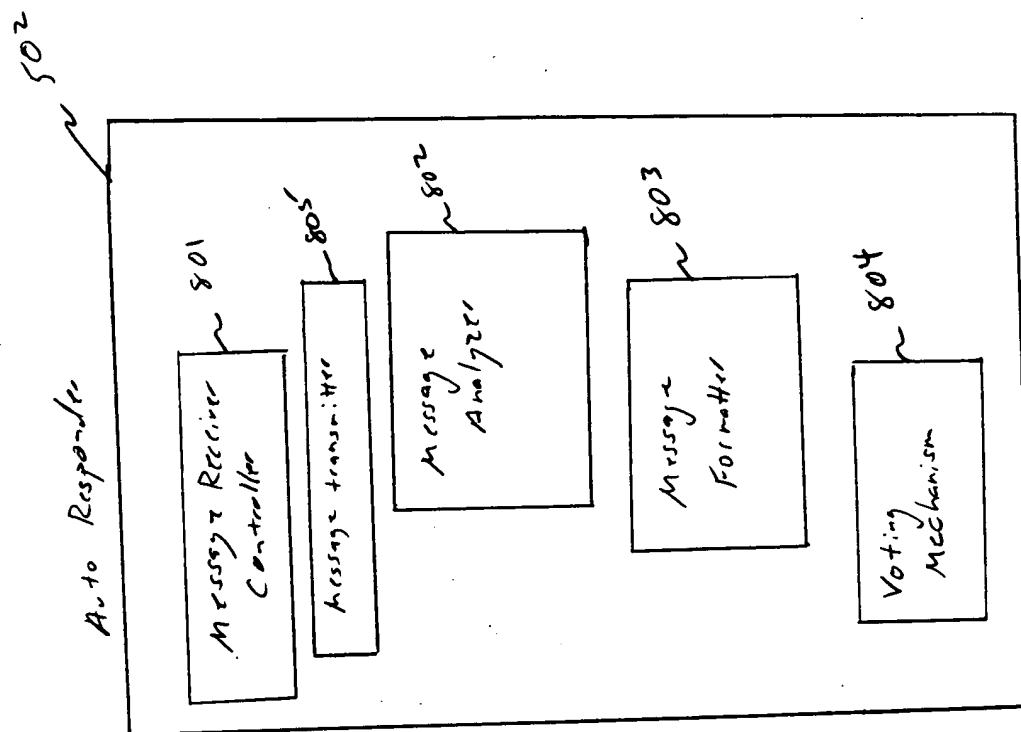


Fig. 8

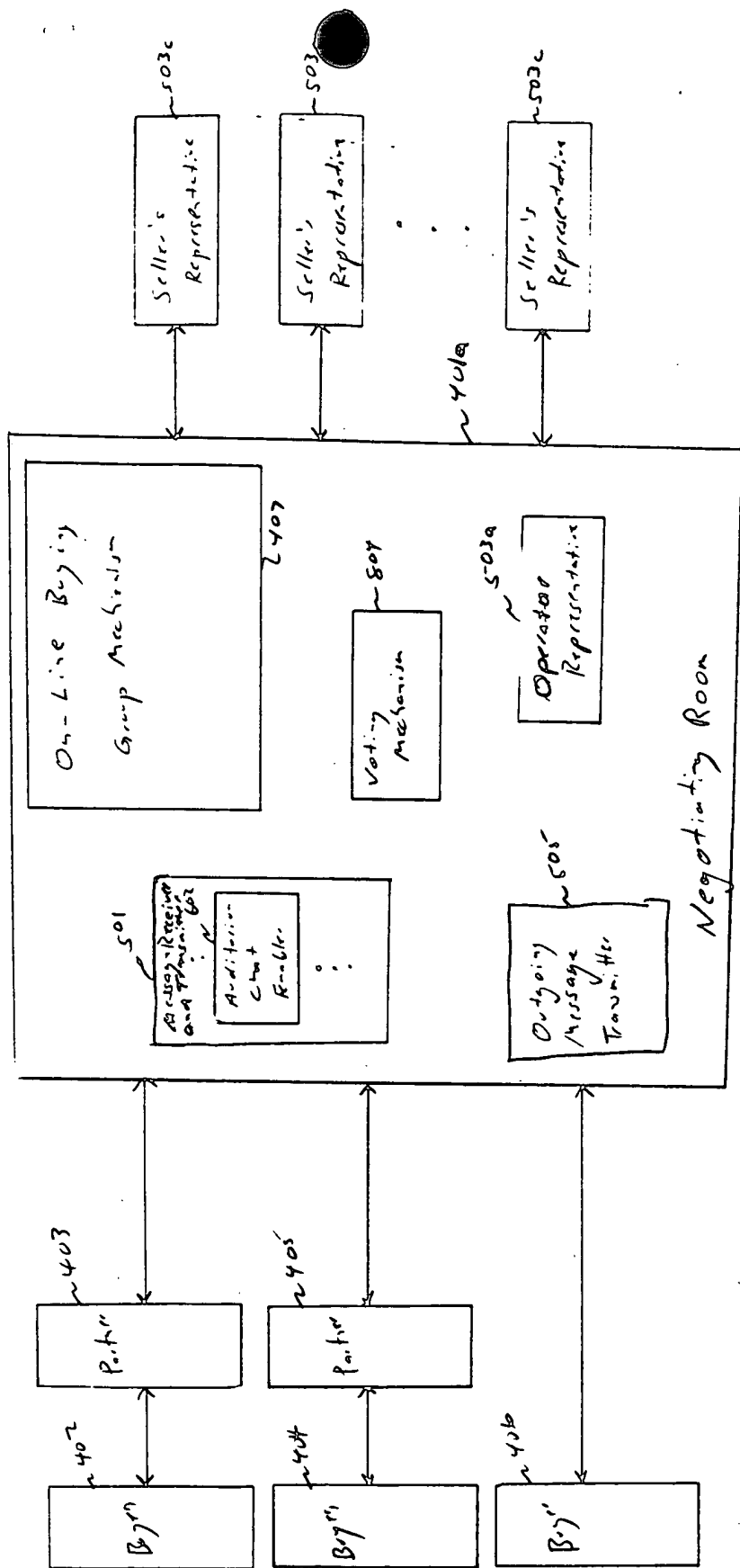


FIG. 9A

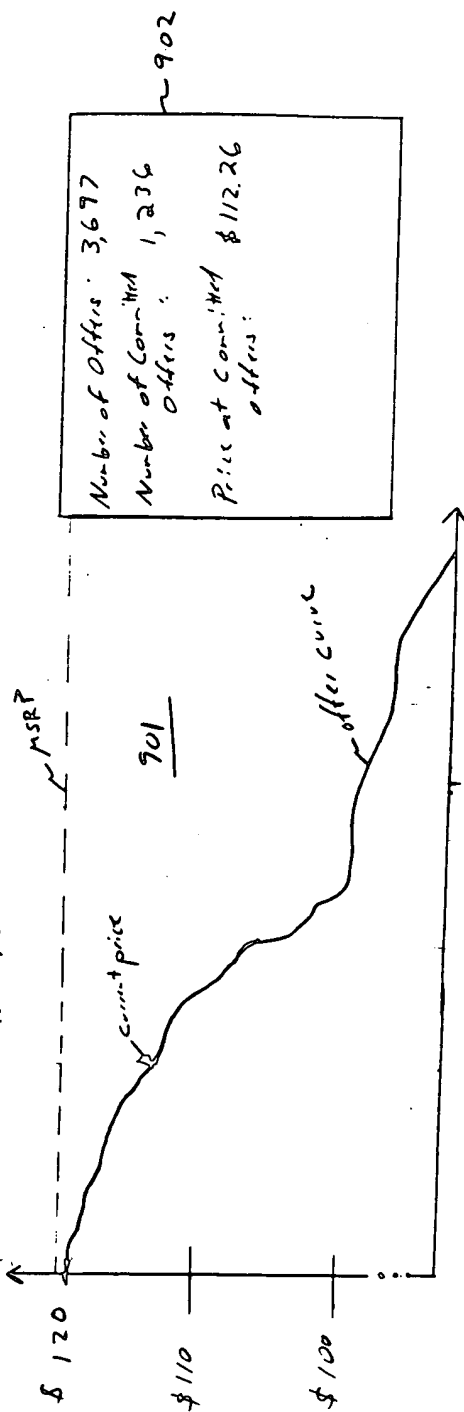
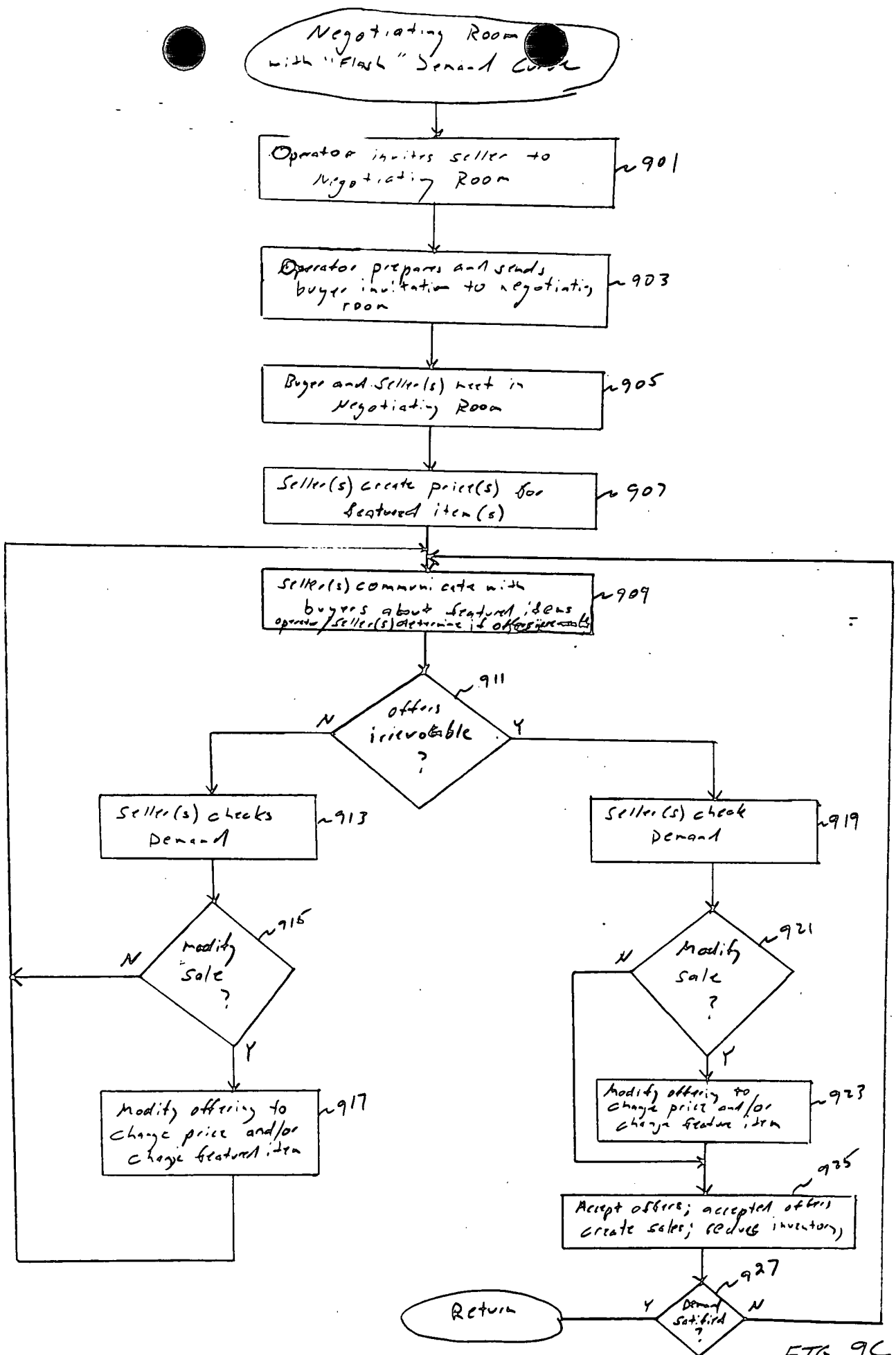


FIG. 9B



CATEGORY: VCRs

954

Screen Refresh

Product #1

Featured Item Image

Seller: Sony

Features:
4 heads
Hi-Fi
Timer

Bonus:

• Free DVDs

MSRP: \$149.00

offer

Ask Seller

951

Product #2

Featured Item Image

Seller: 800.com

Features:
4 heads
Hi-Fi
No Timer

Bonus:

• N/A

MSRP: \$129.00

offer

Ask Seller

952

Product #3

Featured Item Image

Seller: Mercata.com

Features:
2 heads
Mono
Timer

Bonus:

• N/A

MSRP: \$119.00

offer

Ask Seller

953

Time to offer:

00:12:37

955

Negotiating Room

956

ABC123: what a great deal for #1. Only \$20 more for all that stuff!

Moderator: Make your offer for one of these products in just 12 minutes!

Message

957

SUBMIT

958

00596921.004900

Your Product

Featured Item
Image

Features:

4-head
Hi-Fi
Timer
•
•

Bonus

- Free DVDs

MSRP: \$149.00

Seller Options:

- Change Product
- Change Price
- Add/Delete Bonus
- Request Flash Demand

Competitor 1

Featured Item
Image

Seller: 800.com

Features:

4-head
Hi-Fi
No Timer

Bonus:

N/A

MSRP: 129.00

Competitor 2

Featured Item
Image

Seller: Mercata.com

Features: 2-head
Mono

Bonus:

N/A

MSRP: 119.00

Time to
offer:

00:12:37

Negotiating Room

ABC123: How many video ports are there?

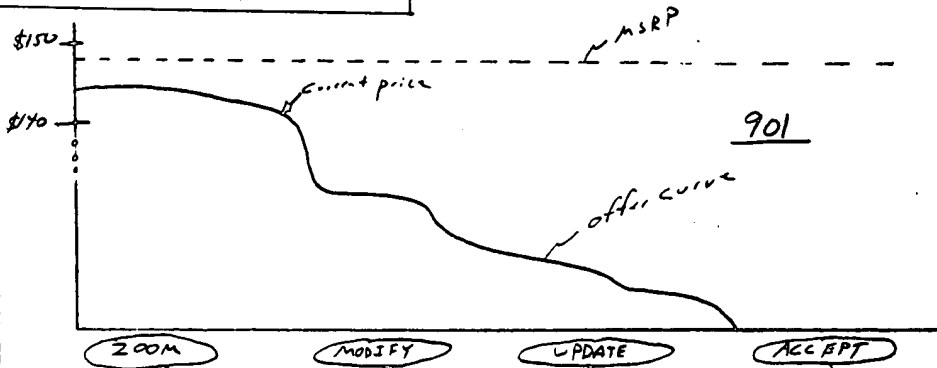
Seller: 4

Moderator: Flash offer in 12 minutes.

MESSAGE:

SUBMIT

FLASH DEMAND CURVE



SUMMARY

offers: 2,785
committed: 465
Price of
commitment: \$142.34

FIG. 9E

Featured Item
Sale

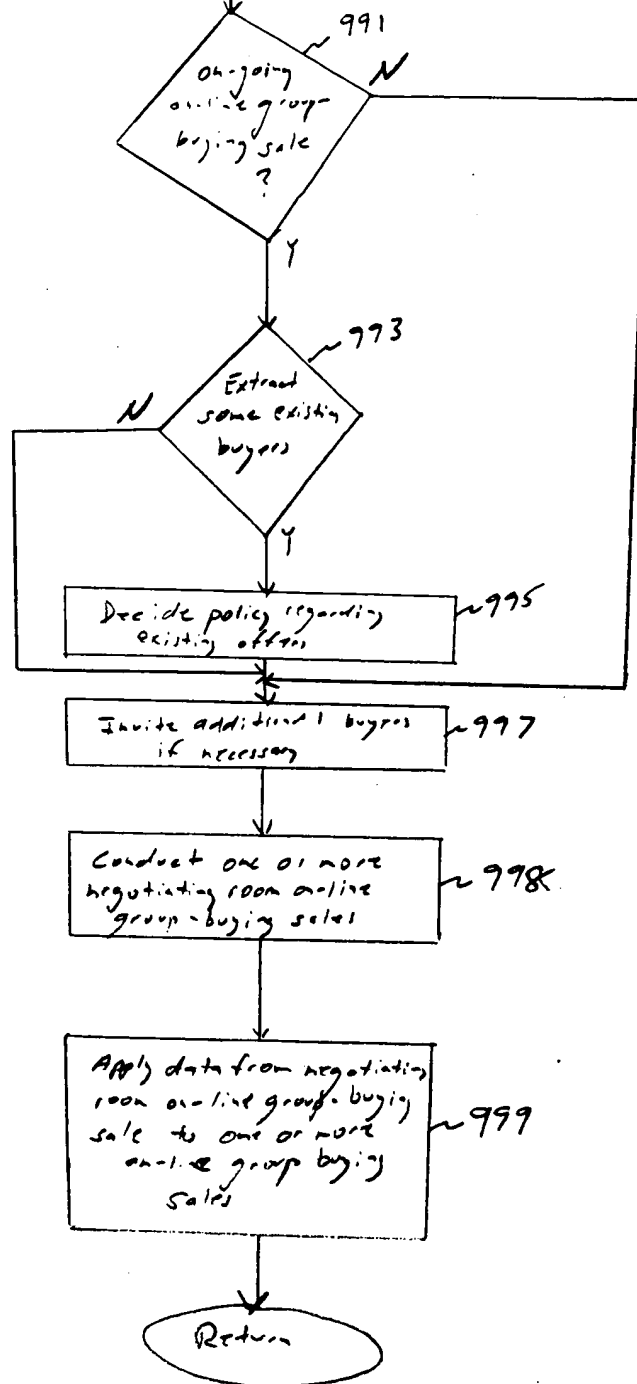


Fig. 9F

0055551 004500

1003

1002

1000

1005

1001

1004

MERCATA

exclusive PowerBuy
msn joins the revolution

msn

MARCH 1999
11:00 AM PDT

HOME | CUSTOMER SERVICE | MY ACCOUNT | PowerBuy CENTER | HELP & INFO |

Quick Search

GO

Current PowerBuy

CHECKED BY PowerBuy

Consumer Electronics
Hand & Power Tools
Home & Kitchen
Lawn & Garden
Specialty & Gifts
Sports & Fitness

Cassiopeia E-100
PowerBuy

Microsoft®
Cordless Phone
System
PowerBuy

RETAIL: \$449.99
Now: \$369.99
Save \$80.00

\$179.99
\$149.99
\$30.00

Details

Details

View Brands
Product Requests
Buyer's Guide

Item:

Cassiopeia Palm-size
Multimedia PC. E-100

Our Price: \$369.99

Our Price: \$80.99

Page 1 of 1
1 Day Remaining
Details

Microsoft® Cordless Phone
System

\$149.99

\$30.00

2 Days Remaining
Details

MESSAGE BOARD

- These things are great. My friend Joe had one, and he...
- This price is \$10 less than....
- The phone works really well with...

msn

Home | About Us | Customer Service
PowerBuy Center | Help & Info | Shopping Cart
Privacy Policy | Terms and Conditions | Site Manager

FIG. 10

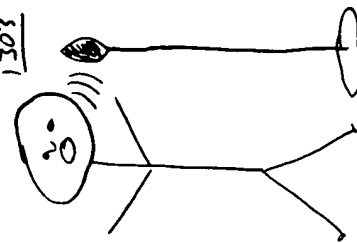
[illegible]

FIG 11D

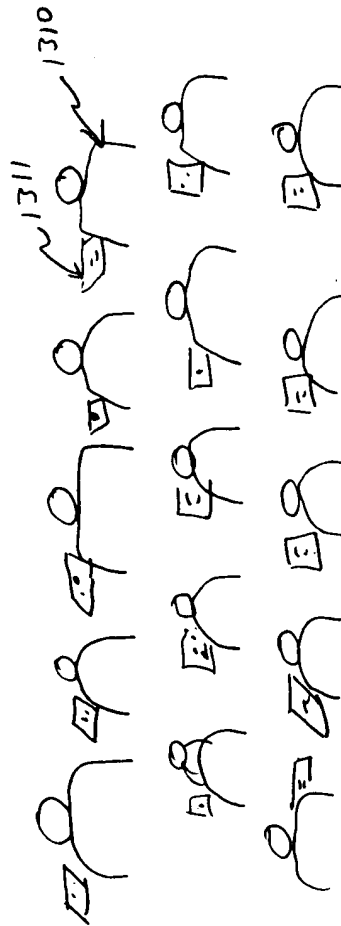
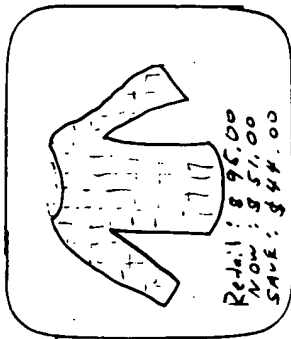
1300

1301

1303



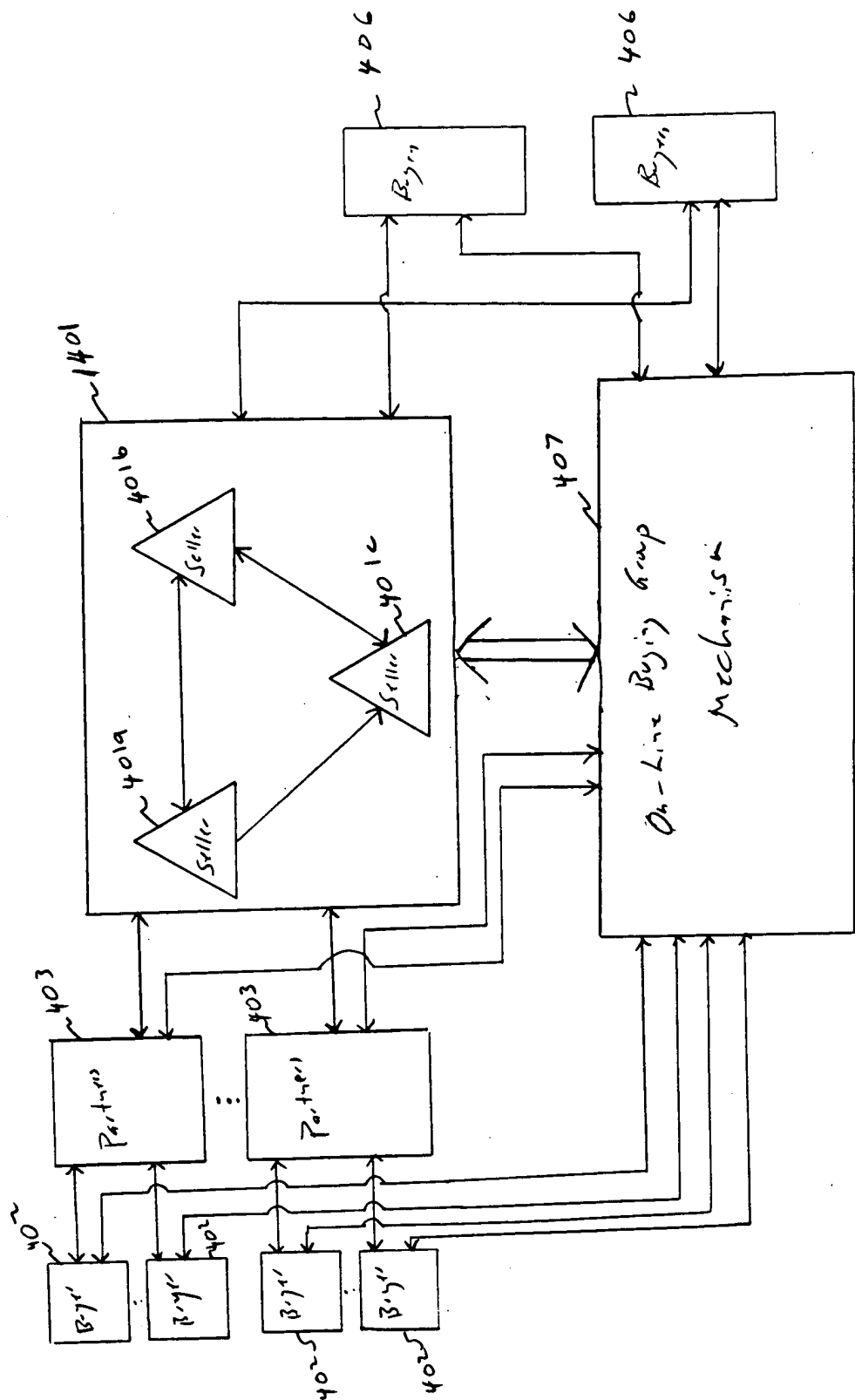
1302



1310

1305
SEARCH ☐
1306
BROWSE ☐
1307
MESSAGE ☐
SEND
1308
MAKE ☐
OFFER
1308
Negotiating ☐
Room
1309
Change ☐
Channel

1304



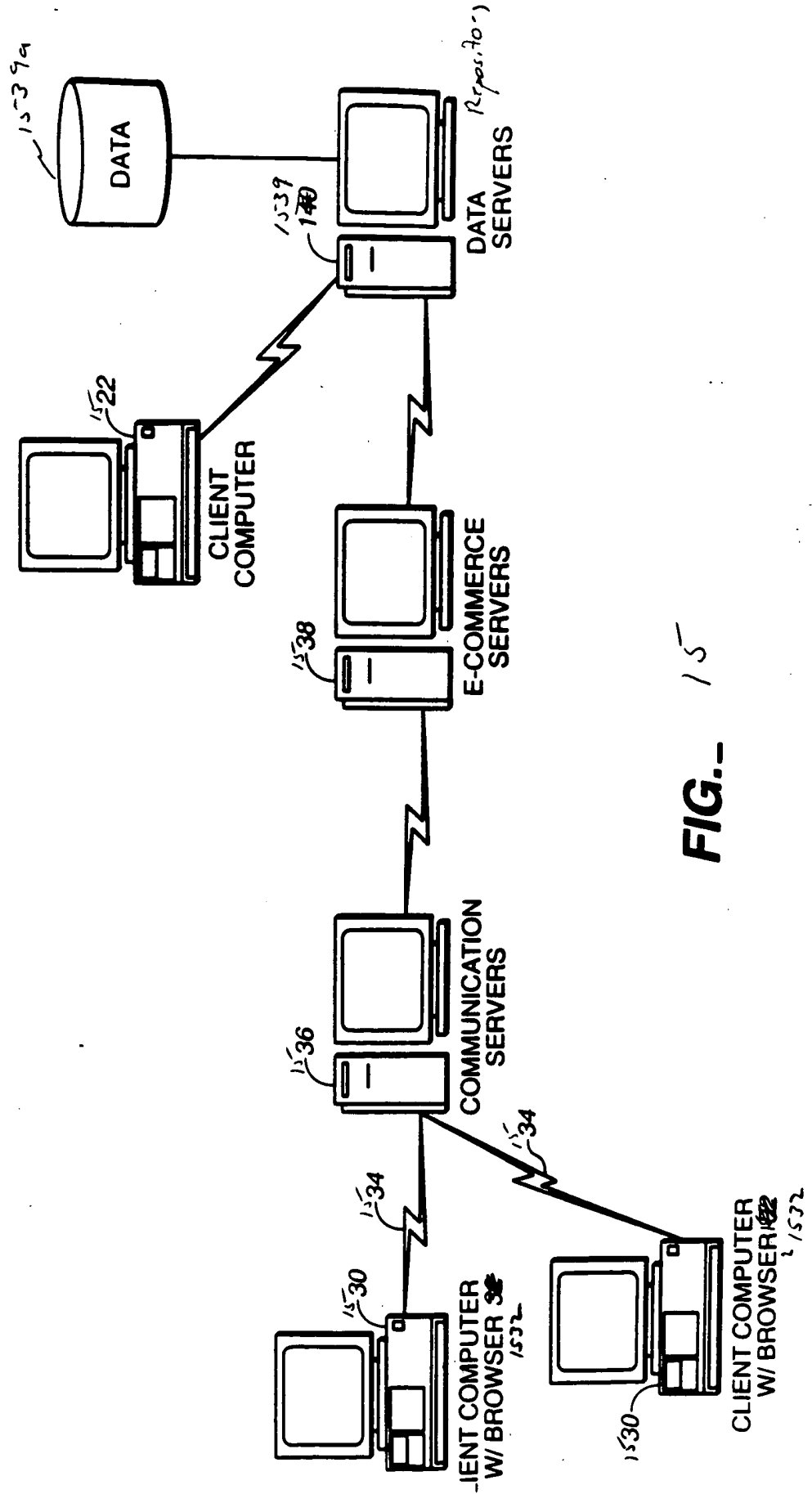


FIG. 15

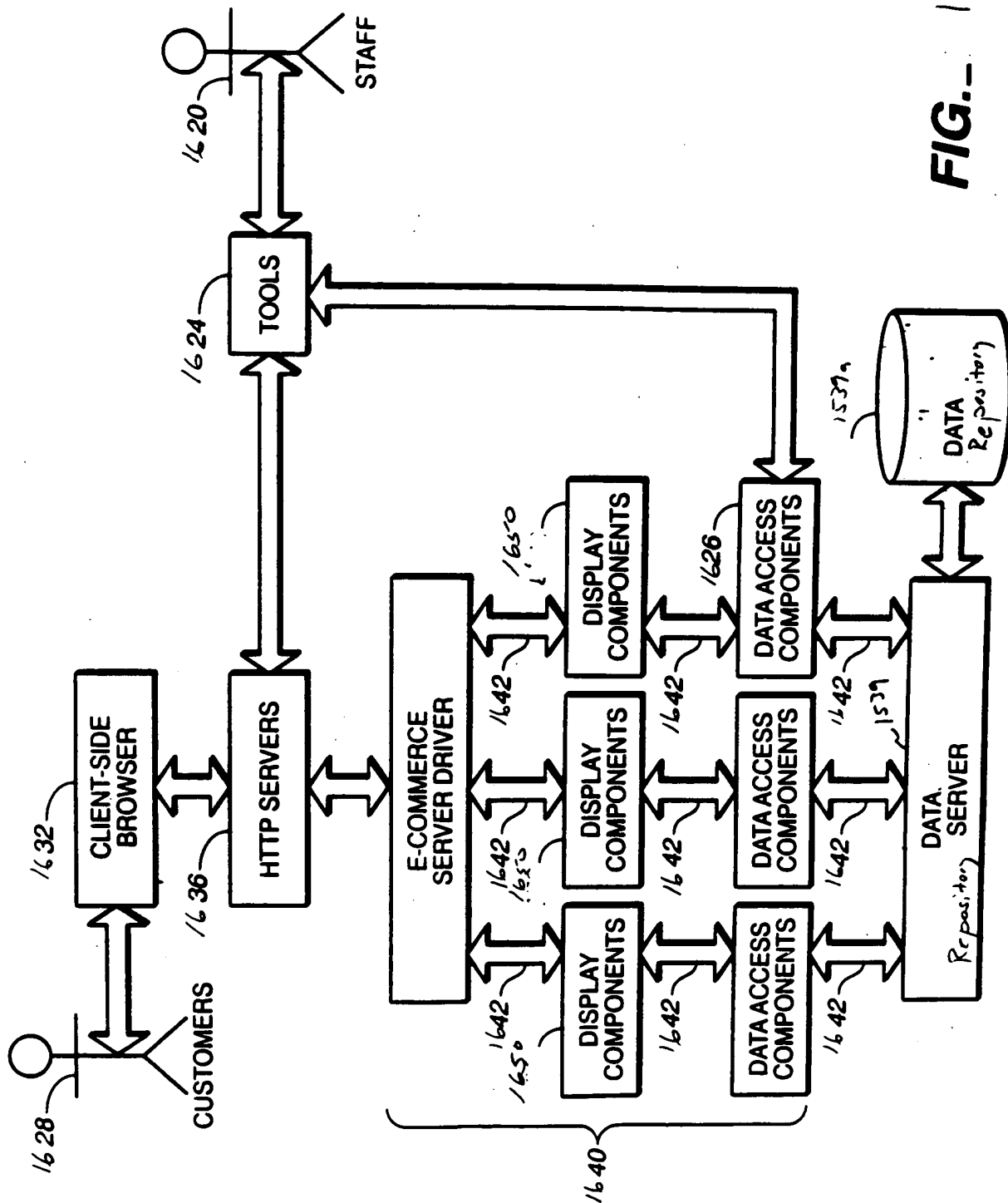


FIG. 16

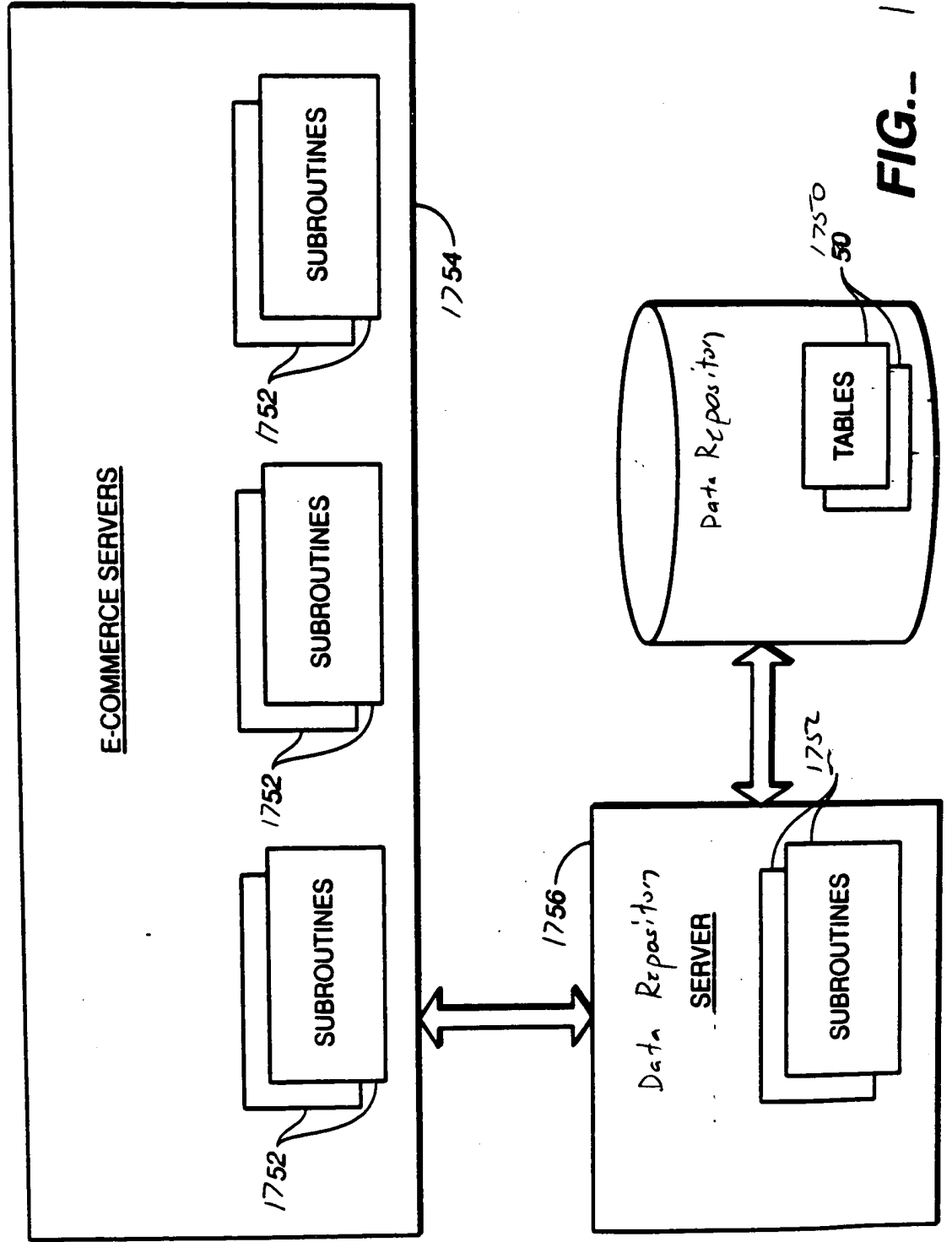


FIG.- 17